

Monthly Newsletter

OPEN TITLE LLC



July 2025

Hard to believe but we are halfway through 2025. What a year it has been so far! The mid-point of the year is a good time to reflect on your business plan for the year. How are you doing? Are you tracking towards your transaction and GCI goals? Has the market challenges this year impacted your business?

While the market is challenging, there are agents who are succeeding. Below are some tips to help you get back on track if you are trailing behind in your business plan:

- **Expand your expertise:** One way to expand your business is to learn a new market niche. We can all learn to cover new parts of the real estate market. Builders are faced with a glut of inventory and need to sell (unlike discretionary buyers and sellers). Partner up with a probate attorney and learn the estate sale business. Increase your average selling price by looking into the luxury market. Help investors to buy and sell investment properties.
- **Tighten up our buyer and seller presentations:** Ensure your buyer and seller presentations are reflective of current market conditions and trends. Most consumers get their real estate news from media headlines. These might not be reflective of local market trends. Ensure you are giving your clients timely and accurate local market information. Practice your presentation with a fellow realtor, your managing broker, or a mentor.
- **Have a strong ecosystem of service providers:** The fall out rate on listings under contract is significantly higher than it was a few months ago. This means you need to ensure you have a strong network of service providers who won't let you or your client down. Ensure you have a strong mortgage partner who you can refer to your buyers to help them get the right financing option. Work with a title company, such as Open Title, which can get your client to the closing table. Ensure you have a reliable painter, carpenter, and handyman to help sellers fix up their home to list in prime condition. You don't want your transaction to fall through because of an unreliable service provider.
- **Work social media:** Research from Open Title shows that top agents (those with over \$200K in gross commission income) post on social media 2-3 times a week. Ensure you are posting relevant content to help turn contacts into opportunities and leads.
- **Leverage your CRM:** CRMs are a great tool to help you stay in contact with your clients. Set up drip campaigns to keep in touch with your database. Send out a monthly newsletter to your clients. Call your clients on their move-in anniversary to keep your relationship fresh.

We hope these ideas can help your business grow in the second half of 2025. Let us know how we can help grow your business!

Open Title Team

Market Overview

After a very challenging April, the month of May was a bit better for transaction activity. Across the state, May 2025 transaction count was basically flat. Both average selling price and median listing price across the state fell by 1% which accounting for the 1% decline in volume state-wide. Active listings and months of inventory continued to grow relative to last year's figures, For years, buyers were disadvantaged from sellers and often forced to rush making an offer, waive inspections, and bid over asking price. Now buyers now have a much better selection and negotiating power. Traditionally a balanced housing market is seen as having six months of supply. Statewide, the market is approaching a balanced market.

At a market level, DFW, Austin, and San Antonio showed slight declines in transaction activity, volume, median selling price, and average selling price. However there are some bright spots. Austin transaction activity in April was down 12% over prior year and was only down 2% in May. DFW was slightly better (5% decline in April vs. 3% in May). San Antonio transaction activity did decline more than April but only by 1%. El Paso continues to be a bright spot showing small year on year growth in transaction activity.

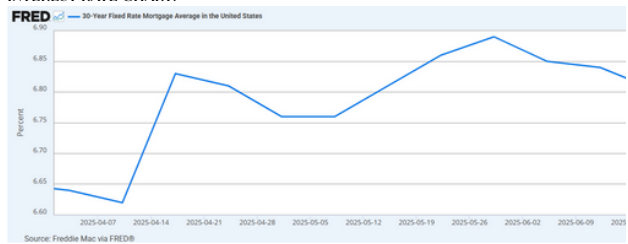
Pricing across the metros was mostly flat to slightly negative. Both the median and average selling price in DFW was down 2% indicating all homes are experiencing a slight price decline. There was a slight gap in Austin's price change between the average and median price, indicating that prices for higher priced homes are staying stable. Meanwhile San Antonio saw very slight price increases. Interesting, in El Paso, the average selling price declined by 3% while the median sales price stayed flat. This indicates that higher priced homes are seeing some price declines but prices for entry level and starter homes are still slightly increasing.

NOTE: Houston figures were unavailable at time of publication.

May 2024 vs 2025	State of TX	DFW/NTR/EIS	Austin	San Antonio	El Paso
May 2024 Sales	33,401	9,432	3,165	3,310	787
May 2025 Sales	33,381	9,195	3,111	3,206	809
YoY % change	0%	-3%	-2%	-3%	3%
May 2024 \$ Volume (B)	\$14.72	\$4.96	\$1.87	\$1.22	\$0.23
May 2025 \$ Volume (B)	\$14.55	\$4.75	\$1.84	\$1.21	\$0.23
YoY % change	-1%	-4%	-2%	-1%	0%
Avg. Selling Price - May 2024	\$440,579	\$525,940	\$592,053	\$369,296	\$296,022
Avg. Selling Price - May 2025	\$435,985	\$516,730	\$591,295	\$377,284	\$287,596
YoY % change	-1%	-2%	0%	2%	-3%
Med. Selling Price May 2024	\$345,000	\$408,000	\$455,000	\$310,999	\$265,950
Med. Selling Price May 2025	\$340,000	\$399,000	\$449,900	\$314,500	\$264,950
YoY % change	-1%	-2%	-1%	1%	0%
Active Listings, May 2024	116,705	25,915	11,702	13,302	2,507
Active Listings, May 2025	152,383	35,555	14,518	16,374	3,040
YoY % change	31%	37%	24%	23%	21%
Avg. MOI May 2024	4.25	3.46	4.54	4.73	3.72
Avg. MOI May 2025	5.56	4.69	5.82	5.81	4.25
YoY % change	31%	36%	28%	23%	14%

SOURCE: FEDERAL RESERVE

INTEREST RATE CHART:



Elaine Anderson
Escrow Officer

Title Team Member Spotlight

Elaine, with over seven years of experience in real estate marketing, is an eager professional poised for a strategic shift into the world of escrow. A proud Texan, she combines her analytical skills with a touch of creativity, as seen in her modest piano skills. Her diverse personality shines through her love for both the simplicity of beer and the complexity of wine, all while immersing herself in captivating true crime documentaries. This fusion of passions and skills not only highlights her versatility but also enriches her ability to engage with clients from various backgrounds and provide innovative solutions in the ever-evolving real estate industry.

Listing Spotlight



 5 bedrooms  4 bathrooms  4150 sqft

Sprawling one story ranch on a corner lot with breath-taking views of the hill country. Chef's kitchen includes farm sink, large pantry, butler room, large island with quartz countertops, premium appliances: Subzero frig and freezer, Wolf cooktop, ovens and Cove dishwasher, Michael Edward's cabinetry. The home includes a Bjorn outfitted theater room, library with built-in bookcases, and exercise room. The large master bedroom and ensuite bathroom houses a walk-through shower and soaking tub. Backyard includes a Zar's pool, large deck, built-in BBQ, eating areas. Anderson windows throughout. Many more special features in this "must see" stunning home



John Knox
REALTOR



johnknox@jpar.net



563-581-0285

Upcoming Events & Trainings

Upgrading your skills for this year's market? Need a CE classes? Looking to learn something new? Want to network with fellow agents? Register for one of our classes near you at our training website:



OFFICES

WEST PLANO - CORPORATE OFFICE
6275 W. PLANO PKWY, SUITE 500
PLANO, TX 75093

SUGAR LAND
14905 SW FREEWAY, SUITE 120
SUGAR LAND, TX 77478

SAN ANTONIO
1846 N LOOP 1604 W, SUITE 200
SAN ANTONIO, TX 78248

KATY
24285 KATY FREEWAY, SUITE 418
KATY, TX 77494

EL PASO EAST
12350 MONTWOOD DR, SUITE 100
EL PASO, TX 79928

CYPRESS
13100 WORTHAM CENTER DR, SUITE 339
HOUSTON, TX 77065

EL PASO WEST
7460 CIMARRON MARKET AVE, SUITE 200
EL PASO, TX 79911

GALLERIA
2121 SAGE, SUITE 140
HOUSTON, TX 77056

OPEN TITLE
TEXAS LLC

Fee Sheet

“Opening the Door to Homeownership”

FEES TO THE BUYER:

Escrow/ Settlement Fee	\$525.00
Recording Fees:	\$25 first page \$4 / add. page
Texas GARC Fee:	\$2.00 / policy
E-Recording Fee:	\$5.53 / per document
Courier Fee:	\$18.00 / label
Notary Fee:	\$150 - Refinance \$175 - Purchase

FEES TO THE SELLER:

Escrow/Settlement Fee	\$525.00
Recording Fees:	\$25 first page \$4 add. page
Texas GARC Fee:	\$2.00 / policy
E-Recording Fee:	\$5.53 / per document
Courier Fee:	\$18.00 / label
Tax Certificate Fee:	\$95.00
Attorney Doc Prep/Review:	\$200 + \$75 / release
Title Policy:	Dependent on sales price
Notary Fee:	\$150.00

Download Our App

Have exclusive access to marketing templates, calculators, infographics and more! Contact your Open Title Rep for more information.



Thank you for reading!

OPEN TITLE
TEXAS LLC

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